

ORDER



KLAS

Orders Order / Rev: 37095
Alt Order #: 08856460
Product Desc: OBAMA/P/D
Estimate: 1671
Flight Dates: 08/25/12 - 08/30/12
Original Date / Rev: 08/24/12 / 08/27/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
1010 Wisconsin Ave NW
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	3	\$6,000.00	3	\$6,000.00	\$5,100.00	0.00
08/27/12	08/30/12	17	\$18,360.00	17	\$18,360.00	\$15,606.00	0.00
			Totals	20	\$24,360.00	\$20,706.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Start Of Order - End Of Order				100%
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Order Share	Share	Total
KLAS	17%	\$24,360.00
Market	100%	\$143,294.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	27%	\$38,689.41
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E	3	8	08/27/12	08/30/12	Live w/Kelly	CM	9-10a	MTWT---	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00
Live With Regis & Kelly																
LIVE! WITH KELLY																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 08/27/12	09/02/12	MTWT---	2	\$650.00	0.00											
E	4	8	08/27/12	08/30/12		CM	11a-12p	MTWT---	:30	2	\$1,800.00	LV1	0.00	NM	2	\$3,600.00

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N14	8	08/25/12	08/25/12	Sat Prime Special		CM	830-11p		-----S-	:30	1	\$565.00	LV1	0.00	NM	0	\$0.00	
Insider/KLAS Mov: The Big Hit (8:30 PM-9:00 PM)																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
Week: 08/20/12				-----S-			1	\$565.00	0.00									
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	08/20/12-08/26/12	Sat Prime Special			830-11p	(8:30 PM-9:00 P-----Sa--		:30	(\$565.00)	0.00	NM						
<i>Unresolved</i>																		
[due to Golf running over Insider segment 1 and 2 were dropped - LM]																		
N15	8	08/27/12	08/27/12	Mon	10-11p		CM	10-11p		M-----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
Hawaii Five-O																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12				M-----			1	\$5,000.00	0.00									
N16	8	08/25/12	08/25/12	Sat Prime Special		CM	830-11p		-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00	
Insider/KLAS Mov: The Big Hit (9:00 PM-11:00 PM)																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week: 08/20/12				-----S-			2	\$2,500.00	0.00									
N17	8	08/27/12	08/28/12	8 News Now 4-5a		CM	4-5a		MT-----	:30	2	\$180.00	LV1	0.00	NM	2	\$360.00	
8 News Now 4-5a																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12				MT-----			2	\$180.00	0.00									
															Totals	20	\$24,360.00	